

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10007924-1

ORIGINAL
IN THE

UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Jerold SHAN et al.

Confirmation No.: 4891

Application No.: 09/852,611

Examiner: J. A. Reagan

Filing Date: 05/09/2001

Group Art Unit: 3621

Title: AN ON-LINE SHOPPING CONVERSION SIMULATION MODULE

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JUN 13 2005

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

(X) Response/Amendment () Petition to extend time to respond
 () New fee as calculated below () Supplemental Declaration
 (X) No additional fee
 () Other: _____ (fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	18	MINUS	20	= 0	X \$50	\$ 0
INDEP. CLAIMS	2	MINUS	3	= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM				+ \$360	\$ 0	
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Jerold SHAN et al.

By 

Jonathan M. Harris

Attorney/Agent for Applicant(s)

Reg. No. 44,144

Date: 06/13/2005

Telephone No.: (713) 238-8000

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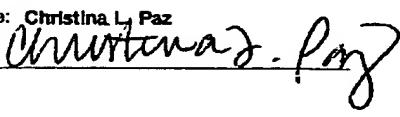
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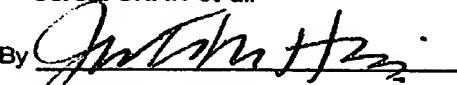
Respectfully submitted,

(X) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (703) 872-9306 on 06/13/2005
Number of pages: 14

Typed Name: Christina L. Paz

Signature: 

Jerold SHAN et al.

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Jonathan M. Harris

Attorney/Agent for Applicant(s)
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Date: 06/13/2005

Telephone No.: (713) 238-8000

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Jerold SHAN et al.	§	Confirmation No.:	4891
Serial No.:	09/852,611	§	Group Art Unit:	3621
Filed:	05/09/2001	§	Examiner:	James A. Reagan
For:	An On-Line Shopping Conversion Simulation Module	§	Docket No.:	10007924-1

RESPONSE TO OFFICE ACTION DATED MARCH 31, 2005

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Date: June 13, 2005

AMENDMENT

Sir:

In response to the Office Action of March 31, 2005, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims that begins on page 4 of this paper.

Remarks/Arguments begin on page 9 of this paper.